Heroes of Pymoli Trends

**Trend 1: Age Range Demographics**

* From the Age Range Demographics metrics, we know the range 20-24 is the peak however the count change from the lower range (15-19) to the peak and the count change from the peak to the higher / older range (25-29) are significant changes when compared to other adjacent ranges’ changes (i.e. count change from 10-14 to 15-19 is 85 while the change from 15-19 to the peak is 151).
* The significant changes to and from the peak may be due to several factors:
  + Human nature dictates desire for such type of entertainment to drastically change during those years.
  + Suppliers haven’t focused on other ranges’ desires b/c members of the 20-24 may have more access to money than the remaining ranges.

**Trend 2: Most Popular and Most Profitable Items**

* The rankings on most popular and most profitable items seem very close to each other (i.e. an item ranked 5 most profitable may be above 5+2 or below 5-2 on the most popular list).
* From a business perspective, suppliers will increase price of goods when the demand is higher.
* It may be wise to merge the most profitable and popular items into one measurement (no need to segregate if the rankings are very close).